PUBD 419 -- Public Diplomacy in Los Angeles

Instructor: Dr. Robert Banks, Clinical Associate Professor of Public Diplomacy

Time & Location: Tuesday, 2:00-4:50, ANN 211

Office: G21E

Hours: Tues, Wed and Thurs 1-2pm & by appointment

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COURSE DESCRIPTION

For decades after the term was coined in the mid-1960s, Public Diplomacy (PD) was often conceptualized as state-based efforts to engage foreign publics. In recent years, however, scholars have embraced a broader conception of the practice that includes non-state actors such as NGOs, multinationals, universities, even terrorist groups. Within the government realm itself, the state-centric view of PD has expanded to include supranational and sub-national entities. One particularly fruitful avenue of academic inquiry that has emerged focuses on PD as practiced by cities. This new conception acknowledges that regional and urban centers in this globalized and super-connected world actively compete against each other to lure tourists; stimulate
investment; attract international students; and build and promote their brand reputation and soft power.

There are few cities in the world that can match LA for its PD assets. It is America’s second largest city, the third most-visited city in the country among international travelers, one of the premier centers of global entertainment production and distribution, and home to over 60 foreign consulates (the 3rd largest consular corps in the U.S.), as well as huge and diverse diaspora populations. In addition, Los Angeles boasts several world-class museums and universities, one of which, the University of Southern California, houses the Center on Public Diplomacy, one of the world’s leading academic institutions focused on the study and practice of PD.

Despite its obvious advantages, the city has generated limited attention as a hub of PD activity. This class will seek to stimulate greater awareness of Los Angeles as a place where PD is practiced every day, both by the city itself and by a myriad of other LA-based actors. In so doing, we will bring LA into the classroom, and the classroom into LA.

We will look at efforts by Los Angeles city and county governments to engage foreign publics on their behalf. We will study city brands and branding campaigns to see where LA fits in this burgeoning field. We will survey the city’s partners in an effort to discover what they suggest about the city’s PD priorities. We will gauge efforts by LA’s diplomatic community to reach out to domestic audiences.

We will also seek to identify the major non-governmental nodes of PD activity and examine how they contribute to strengthening global citizenship and ties between LA and foreign audiences. We will, for instance, consider PD as practiced by the city’s large and politically
active diaspora communities and survey other sectors of the city’s life whose activities regularly engage foreign audiences, among them arts and culture, education, and civil society.

**COURSE GOALS**

1) To help students gain a better understanding of city diplomacy and the role it plays in contemporary international geopolitics.
2) To stimulate greater awareness of Los Angeles as a center of PD activity.
3) To offer USC students the opportunity to connect on a deeper level with LA and the life of its various communities
4) To provide students with a first-hand look at the impact of globalization on LA and the concomitant need for a globally informed and competent citizenry.

**COURSE REQUIREMENTS**

**Class Participation: 15%** - Students will be expected to attend all classes and to participate fully in discussions and meetings.

**Ist Short Paper: 20%** - Students will prepare a 5-7 page case study of one global city’s efforts to brand itself. The paper should describe the campaign’s genesis, stakeholders, strategy and objectives, and assess its success in achieving those objectives in such areas as image management, strengthening mutual understanding, networking, and economic development.
2nd Short Paper: 20% - Students will prepare a 5-7 page case study of one city’s hosting of the Olympic Games. The paper should describe how the city used the games as a platform for Public Diplomacy and what lessons/best practices can be learned from its efforts. Students should focus on identifying the city’s strategy and objectives and assessing its success in achieving those objectives in such areas as image projection, strengthening mutual understanding, networking, and stimulating the economy.

Program Management: 15% - PD practitioners at the field level are expected to conceive and implement programs designed to promote mission priorities. This class will require students to replicate such real-world programmatic activity. Students will be responsible for arranging panel discussions on and leading discussion about one of LA’s major non-governmental nodes of PD activity and examining how these “communities of practice” contribute to strengthening global citizenship in and ties between the city and foreign audiences.

Research Paper: 30% - Students will be asked to write a research paper on an aspect of city Public Diplomacy as it applies to Los Angeles. Topics might include a dimension of LA’s outreach to foreign audiences, the city’s effort to project an image and values different from those of the federal government, the sanctuary city/state movement, the effectiveness of LA’s membership in international city networks, or the role of the Olympics in LA’s Public Diplomacy. The research paper should be 12-15 pages in length, double-spaced, with an executive summary, notes, and bibliography. The topic of the research paper should be the product of consultation with the course instructor.
REQUIRED TEXTS **NOTE: To the extent possible, readings listed below have been hyperlinked for easy access. A couple of texts, however, are available only through ARES, the Automated Reserve System, which manages course reserves including electronic reserves and physical reserve requests. These readings have been marked thusly **. You can access ARES at:

[http://libguides.usc.edu/reserves](http://libguides.usc.edu/reserves)

CLASS OUTLINE

INTRODUCTION TO CITY DIPLOMACY

Week #1: August 21, City Diplomacy – History, Theory, and Practice


http://www.uclg.org/sites/default/files/City_Diplomacy_research_book_English_01_0.pdf


Week #2: August 28 - City Branding


**Week #3: September 4 - Mega Cities: Mega Events**


Hanrahan, Mark, “Road to Rio: London’s Uncertain Olympic Legacy Calls the Promise of Rio Games into Question,” *International Business Times,*


**Week #4: September 11 - Los Angeles in the Imagination and in Today’s Global Landscape; Communities, Borders, and Power**

http://www.aag.org/cs/news_detail?pressrelease.id=2058


http://uscp.sirsi.net/uhtbin/cgisirsi/x/0/0/5?searchdata1=1815845{KEY}

COMMUNITIES OF PD PRACTICE

**Week #5: September 18 - LA as a Locus of PD: Partners & Practitioners – The International Consular Corps OR FIELD TRIP**

Diplomatic Studies, Volume 7: Consular Affairs and Diplomacy by Melissen, Jan and Fernández, Ana Mar, February, 2011.


http://www.ajclosangeles.org/site/c.mll0lfN1JyE/b.8555225/k.E063/Diplomatic_Outreach.htm

Week #6: September 25 – Cultural Center Visit


The Korea Center, Los Angeles, http://www.koreacenterla.org/


http://articles.latimes.com/2010/apr/04/local/la-me-confucius-school4-2010apr04

http://eprints.ucm.es/30842/1/Pre_print%20European%20Review_pdf.pdf
Week #7: October 2 - LA as a Locus of PD: Partners & Practitioners – Civil Society


Week #8: October 9 – LA as Locus - Universities

http://www.ascd.org/publications/educational-leadership/apr07/vol64/num07/Wanted@-Global-Citizens.aspx
http://www.brookings.edu/research/interactives/2014/geography-of-foreign-students#/M10420

http://touch.latimes.com/#section/-1/article/p2p-81994310/


**Week #9: October 16 – LA as Locus - Diaspora Communities**

http://www.foreignaffairs.com/articles/49422/michael-clough/grass-roots-policymaking-say-good-bye-to-the-%C3%82%E2%80%98wise-men%C3%82%E2%80%99

http://www.innation.org/portfolio-item/diaspora-diplomacy-initiative-in-los-angeles

http://www.pressreader.com/usa/los-angeles-times/20150401/281749857861080/TextView
http://ir.lawnet.fordham.edu/cgi/viewcontent.cgi?article=4259&context=flr

**Week #10: October 23 – LA as a Locus: Entertainment**

http://web.a.ebscohost.com.libproxy.usc.edu/ehost/pdfviewer/pdfviewer?sid=00ea3e07-eee5-470f-b532-d17779e390f4%40sessionmgr4004&vid=1&hid=4212


Week #11 October 30 – LA as Locus - Food


Week #12: November 6 – LA as Locus - Technology


**Week #13: November 13 - Dimensions of LA City Diplomacy: Arts & the Economy**

**Arts & Culture**


https://www.planning.org/research/arts/briefingpapers/character.htm

http://www.westerncity.com/Western-City/May-2013/How-the-Arts/

**Economy**


O’Connell, Jock, “Keep Sending the Mayor to Asia,” Zocalo Public Square, January 28, 2015.
http://www.zocalopublicsquare.org/2015/01/28/keep-sending-the-mayor-to-asia/ideas/nexus/


Week #14 November 20 - Dimensions of LA City Diplomacy - Networks and Environment

Networks


Environment

Bulkeley, Harriet and Heike Schroeder, “Beyond State/non-state Divides: Global Cities and the Governing of Climate Change,” *European*
http://ejt.sagepub.com/content/18/4/743.full.pdf+html

http://www.tandfonline.com/doi/full/10.1080/14747730802252479?src=recsys


Week #15 November 27 - Dimensions of LA City Diplomacy – Security & Immigration

Security


http://www.state.gov/secretary/remarks/2016/03/253828.htm

“Police Diplomacy: A Global Trust,” The Los Angeles County Sheriff’s Department, Sheriff’s Headquarters Bureau, 2009.

**Immigration**


Statement on Academic Conduct and Support Systems

Academic Conduct:

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Part B, Section 11, “Behavior Violating University Standards” policy.usc.edu/scampus-part-b. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, http://policy.usc.edu/scientific-misconduct.

Support Systems:

Student Counseling Services (SCS) – (213) 740-7711 – 24/7 on call
Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention. engemannshc.usc.edu/counseling

National Suicide Prevention Lifeline – 1 (800) 273-8255
Provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week. www.suicidepreventionlifeline.org

Relationship and Sexual Violence Prevention Services (RSVP) – (213) 740-4900 – 24/7 on call
Free and confidential therapy services, workshops, and training for situations related to gender-based harm. engemannshc.usc.edu/rsvp

Sexual Assault Resource Center
For more information about how to get help or help a survivor, rights, reporting options, and additional resources, visit the website: sarc.usc.edu
**Office of Equity and Diversity (OED)/Title IX Compliance** – (213) 740-5086
Works with faculty, staff, visitors, applicants, and students around issues of protected class. [equity.usc.edu](http://equity.usc.edu)

**Bias Assessment Response and Support**
Incidents of bias, hate crimes and microaggressions need to be reported allowing for appropriate investigation and response. [studentaffairs.usc.edu/bias-assessment-response-support](http://studentaffairs.usc.edu/bias-assessment-response-support)

**The Office of Disability Services and Programs**
Provides certification for students with disabilities and helps arrange relevant accommodations. [dsp.usc.edu](http://dsp.usc.edu)

**Student Support and Advocacy** – (213) 821-4710
Assists students and families in resolving complex issues adversely affecting their success as a student EX: personal, financial, and academic. [studentaffairs.usc.edu/ssa](http://studentaffairs.usc.edu/ssa)

**Diversity at USC**
Information on events, programs and training, the Diversity Task Force (including representatives for each school), chronology, participation, and various resources for students. [diversity.usc.edu](http://diversity.usc.edu)

**USC Emergency Information**
Provides safety and other updates, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible. [emergency.usc.edu](http://emergency.usc.edu)
Provides overall safety to USC community. dps.usc.edu